

FAQs about listing creation

Q. Do I create the listing before or after placing an order with the supplier?

A. It doesn't really matter. The listing needs to be created before you can set up an incoming shipment, so providing you do it before your goods are ready to be shipped, that's okay.

Q. I'm trying to add a product but I can't find the exact sub-categories that I see on other seller's listings. What do I do?

A. The sub-categories you see are sometimes 'browse nodes'. Amazon adds these to listings after they have had a certain amount of visits and activity. You won't see these browse nodes under 'add a product'. Simply add your product where it makes the most sense to do so.

Q. Can I use images, titles, and descriptions from another seller's listing on Amazon?

A. No, definitely not. Your listing will be removed as soon as the other seller notices and reports it to Amazon. You could even be in danger of account suspension. Use other listings to get ideas and inspiration, but never copy anything.

Q. Can I use the supplier's images?

A. Yes, but as soon as possible you should replace them with your own because the supplier's images are not unique and not the best quality either.

Q. Where can I get images edited or enhanced?

A. [Fiverr.com](https://www.fiverr.com)

Q. Where can I get products photographed?

A. Fiverr.com, but many sellers do their own product photography using the built in camera on their phone

Q. Amazon says that we are not allowed to use HTML in our product descriptions, but I see a lot of sellers doing it. So what's the deal?

A. Amazon allows the use of the <p> tag to create spaces between paragraphs. Nothing else is allowed. However, they do **not** appear to enforce this rule. The advice is to always use the <p> tag otherwise your description will be one big block of text. At your discretion use the for bold or even the <u> for underline, but use it sparingly

Q. How can I put images in my description like some other sellers do?

You can't. Those are not regular 3rd party seller listings

Q. Can I use a video as one of my images like I've seen on some listings?

A. No. Those are not regular 3rd party seller listings

Q. My product has variants. How do I set this up?

A. You can add a variation listing under the regular 'add a product' function. However, it is a lot better to use the 'inventory file upload' method. See the lesson in the 'Advanced' section of the course (section 5)

Q. If my listing has variants, do I need a UPC code for each variation?

A. Yes

Q. How should I decide on the selling price for my product?

A. When you originally decided to sell the product, the selling price would have been one of the factors that helped you decide. Price your product at that selling price. You can experiment with pricing changes later. Sometimes

increasing the price can result in more sales because customers see a higher perceived value. That's not always the case, but you won't know until you try.

Q. When entering the back end search terms with a limit of 250 bytes. Does it matter which order I enter the search terms?

A. No, but you should start with your most important ones in case you run out of bytes!

Q. Under 'More Details' in the listing creation process, it asks for Package Quantity/Quantity of the item. What should I enter here if my product is a bundle or if it has more than one component?

A. You would enter '1'. However, if your product is a multi-pack containing more than one of the same item, then you enter the number of items. Example, if you were selling a multi-pack of 5 of the exact same micro-fibre cloths, you would enter '5'.

Q. Can I edit my listing after it has gone live?

A. Yes, you can edit your listing any time you like

Q. I'm a bit confused about the whole UPC and FNSKU code thing. Which one do I need, or do I need both?

A. You need both. Watch the lecture 'UPC Codes and More' right to the end, then **download the handout** that goes with the lecture. Pay particular attention to the text **highlighted in red on the handout.**

Q. I heard that my UPC needs to be purchased directly from GS1. Is this true?

A. There are 100's of students using the UPC's from the reseller recommended on the handout associated with the lecture 'UPC Codes and More'. None have ever had an issue with these UPC's. Theo herself uses those same UPC's

Q. I saw an Ebay seller selling really cheap UPC's in bulk. Are they okay?

A. No

Q. I've created my listing, but it shows that my FBA fees are really high. What did I do wrong?

A. Check the dimensions that you entered for the product during the listing creation. If your FBA fees appear to be way too high, you have probably made an error entering the dimensions

Q. I've created my listing and it is showing as active, even though I don't have any stock at FBA yet. How can I fix this?

A. It doesn't matter. Your listing will not show up in the search results until you have inventory in stock. Nobody will see it except for you!

Q. My product has batteries, or requires batteries and I'm getting a 'HAZMAT' warning while creating my listing or while converting my listing to FBA. What should I do?

A. This is normal and nothing to be concerned about. You need to fill in and upload an exemption sheet for batteries. You need to do this even if your product does not have the batteries included, but requires batteries in order to work.

Amazon will provide you with the exemption sheet and if you can't locate it, contact them and they will guide you. Once filled in and uploaded, it only takes two or three business days for Amazon to process it. They will not notify you of when it's been processed, so you need to check back on your listing to see if the warning has disappeared

